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FOR IMMEDIATE RELEASE

SDI AND CEGEDIM STRATEGIC DATA ANNOUNCE ONCOLOGY PARTNERSHIP

Agreement to Jointly Launch New Oncology Promotion Audit Service

PLYMOUTH MEETING, Pa. – Nov. 29, 2010 – SDI and Cegedim Strategic Data (CSD) announced today that they will jointly launch a new market research service that tracks selling activities in the oncology therapeutic market. The Oncology Selling Audit will be released in January 2011; 2 years of history will be available for reporting and analysis.

With a robust panel of medical and radiation oncologists and hematologists/oncologists, the monthly service will provide nationally projected measures of personal selling in the oncology market, including competitive corporate calls, details, messages, and promotional spending. The service will permit analysis by tumor type, staging, and modalities.

“The Oncology Selling Audit continues to extend SDI’s Promotional Audit Suite” notes Andrew Kress, CEO of SDI. “SDI continues to be a leading company that tracks and reports on virtually all forms of biopharmaceutical promotion including personal, non-personal, and consumer channels. This service additionally complements SDI’s ability to provide real-time insights on the oncology disease and therapeutic marketplace through our other core data assets.”

SDI’s Promotional Audit Suite includes services that measure detailing, sampling, events, journal advertising, ePromotion, sales force sizes, and direct-to-consumer advertising.

CSD has Promotion Databases in 39 countries including the USA which also cover the above metrics.

“We are pleased to be partnering with SDI to bring this key service to the marketplace. This launch reaffirms the commitment to innovation that both organizations bring to healthcare measurement,” says Bruno Lempennesse, Chief Operating Officer Sales and Marketing of Cegedim Strategic Data. “This partnership will benefit from CSD’s global experience in Promotion Audits and allow for more in-depth analysis of sales and marketing strategies for all cancer treatments.”

More information about the Oncology Selling Audit can be obtained by contacting Kelly Sborlini at 484-567-6010 or ksborlini@sdihealth.com.

About SDI

SDI is a leading healthcare market insight and analytics firm. It provides the industry’s most comprehensive de-identified patient-level data to pharmaceutical, biotech, retail pharmacy, and medical device companies, enabling them to better understand the healthcare market. SDI also serves the government and the financial services, media, and consumer packaged goods industries. Founded in 1982, SDI counts the world’s top 50 pharmaceutical and biotech firms as its clients. To learn more, please visit: www.sdihealth.com.

About Cegedim Strategic Data (CSD)

CSD is a leading Market Research company dedicated to the healthcare industry and operating worldwide. With over 36 years experience in the Pharmaceutical industry, CSD offers a comprehensive range of market research services and solutions to its customers, which include more than 50 global and 500 local Pharmaceutical companies. CSD integrates primary and secondary analyses with its medical expertise to meet its customer’s research needs. To learn more, please visit: www.cegedimstrategicdata.com.

About Cegedim

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,600 people in more than 80 countries and generated revenue of €874 million in 2009. Cegedim SA is listed in Paris (EURONEXT: CGM). To learn more, please visit: www.cegedim.com.

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